

# CONTRACT



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

And:

NEBO Media, Media Account  
Attention: Jessica Murray  
3299 K Street NW  
Washington, DC 20007  
USA

<u>Contract / Revision</u> 472833 /		<u>Alt Order #</u> 06115537
<u>Product</u> NRSC 2012		
<u>Contract Dates</u> 10/10/12 - 10/16/12		<u>Estimate #</u>
<u>Advertiser</u> NRSC		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KVVU	10/10/12	10/12/12	Fox 5 News at 5	5-530p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	--WTF--				3	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/08/12-10/14/12	Fox 5 News at 5	5-530p	---WThF----	:30		\$350.00	NM		
		See MG 26.6,26.7										
N 26	KVVU	10/15/12	10/16/12	The Dr.Oz Show	4-5p		:30			NM	2	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MT-----				4	\$225.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	MTu-----	:30		\$225.00	NM		
		See MG 24.3,24.4,24.5,24.6,24.7,24.8										
	2	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	MTu-----	:30		\$225.00	NM		
		See MG 26.6,26.7										
	3	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	MTu-----	:30		\$225.00	NM		
		See MG 26.5										
	4	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	MTu-----	:30		\$225.00	NM		
		See MG 26.6,26.7										
	5	KVVU	10/16/12-10/16/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$225.00	NM		
		See MG 26.6,26.7										
	6	KVVU	10/15/12-10/21/12	Special News	Special Early News	MTuWThFSaSu	:30		\$875.00	NM		
		MG for 27.2,9.2,26.2,26.5,26.4										
	7	KVVU	10/15/12-10/21/12	The Dr.Oz Show	4-5p	MTu-----	:30		\$500.00	NM		
		MG for 27.2,9.2,26.2,26.5,26.4										
N 27	KVVU	10/15/12	10/16/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MT-----				2	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	MTu-----	:30		\$350.00	NM		
		See MG 24.3,24.4,24.5,24.6,24.7,24.8										
	2	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	MTu-----	:30		\$350.00	NM		
		See MG 26.6,26.7										
<b>Totals</b>											<b>74</b>	<b>\$45,375.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>
472833 /	06115537

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/10/12 - 10/16/12	NRSC 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRSC	10/15/12 / 10/15/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/01/12 - 10/21/12	74	\$45,375.00	\$38,568.75
<b>Totals</b>	<b>74</b>	<b>\$45,375.00</b>	<b>\$38,568.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6115537 TRF# 472833  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 12.11  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/NRSC REP. # OFF. # 762 SALESMAN #  
AGY # AGY. NAME NEBO MEDIA, INC. BUYER NAME JESSICA MURRAY

P.O. BOX 3775 SALES PRSN PH- TERESA DIFURIA  
WASHINGTON, DC 20027

ORDER # CONTRACT # 6115537 CLASS: NATL. LOCAL REGIONAL

PRDCT NRSC 2012 EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT10/12 OCT16/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT15/12 12.11

REP: TO ROSE  
FR NIKKI  
OK'D M3 SEE LINE 43-44  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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9	S		500P-530P	30		\$350.00	10/10	10/12	2		W-F	2
PROGRAM : 5P NEWS												

43	A		730P-800P	30		\$875.00	10/16	10/16	1		TUE	1
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PROGRAM : SPECIAL NEWS AFTER DEBATE  
ORD COM1: SPOTS N/A DUE TO OTHER POLITICAL ORDERS WITH HIGHER RATE. NOT PRE-  
ORD COM2: BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT12 ON LINE-9 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-28 FOR 3 SPOTS/WK  
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-29 FOR 1 SPOT/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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44	A		400P-500P	30		\$500.00	10/16	10/16	1		TUE	1
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PROGRAM : DR OZ  
 ORD COM1: SPOTS N/A DUE TO OTHER POLITICAL ORDERS WITH HIGHER RATE. NOT PRE-  
 ORD COM2: BOOKED PLS APPROVE.  
 PART OF A MAKEGOOD MADE UP OF LINES 43-44

28	S		400P-500P	30		\$225.00	10/15	10/16	0		M-TU	0
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PROGRAM : DR OZ

29	S		500P-530P	30		\$350.00	10/15	10/16	0		M-TU	0
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PROGRAM : 5P NEWS

STATION MAKEGOOD OFFERS:

M3	OK'D	BUY#9	MISSED:W-F/500P-530P	OCT12	30S	\$350.00	(OCT13/12)
		BUY#28	M-TU/400P-500P	OCT16(3/WK)	30S	\$225.00	
		BUY#29	M-TU/500P-530P	OCT16	30S	\$350.00	
			OFFER:TUE/730P-800P	OCT16	30S	\$875.00	PLS ADVISE.
			& TUE/400P-500P	OCT16	30S	\$500.00	
			CMT:SPOTS N/A DUE TO OTHER POLITICAL ORDERS WITH HIGHER RATE. NOT PRE-				
			CMT:BOOKED PLS APPROVE.				

OCT/12 45375.00

CONTRACT TOTAL 45375.00

TOTAL SPOTS 74

MARKET TOTALS \$266,911 KVVU 17% KSNV 30% KLAS 31% KTNV 18% KVMY 2% KVCW 1% CABL 0% KTUD 1%

SVC- NSI BOOKS- MAY/PJ  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE